

ABSTRACT OF THE DISCLOSURE

An apparatus which automatically generates a digital album by using binary data with meta data. One of previously-provided scenarios and an image data group to be used in an album are selected. Next, keywords described in the meta data of the image data group are compared with keywords of respective templates linked to the selected scenario, and based on the result of comparison, the image data are assigned to the templates. Then, the assigned image data are inserted into image data frames in the templates, thereby a digital album is generated. The album is saved as a SVG file or JPEG image file.